MASIH **POURMOALLEM**

CTO (CHIEF TECHNOLOGY OFFICER)

CONTACT

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SERVICES

WHAT I DO

Seo & Content Marketing

Marketing & Advertising

Web Development

Video Editing

Graphic & Webdesign

Photography & Filmmaking

ABOUT ME

MY STORY

As a Digital Marketer with a passion for creating and bringing ideas to life, I take pride in my journey of hard work and perseverance. From the very beginning of my career, I have always had a strong desire to learn and grow, and have never been afraid of taking on challenges.

I started my journey as a Digital Marketing Intern and have since then worked my way up through various roles, honing my skills in areas such as graphic design, SEO, and social media marketing. I am particularly drawn to the art of creating digital prototypes that bring a user's vision to life, and take great pleasure in seeing the impact of my work on users.

DESIGN SKILLS

Photoshop
Illustrator
Indesign
XD / FIGMA

CODING SKILLS

WordPress
PHP, MYSQL
Bootstrap
HTML, CSS

LANGUAGE SKILLS

English

Persian

JOB EXPERIENCE
WORKING WITH

2010-2011
Internal management
The International Transportation Company of Pars

> Implementation of efficient systems for workflow, communication, and collaboration. Development and implementation of strategies to improve organizational efficiency and effectiveness.

2011 - 2012
Industrial documentary filmmaker and photographer
Isfahan Steel Company

> Documentation and archiving of the industrial processes, machinery, and equipment based on project deadlines for construction engineering fields including civil, electrical, mechanical and facilities.

2012 - 2013
company representative
Nasir Industrial & Construction Company

> Representative and spokesperson of NICC company with Danieli company to manage correspondence and communication.

2014 - 2017
Founder & CEO
Inch Sport Online Store

> Founder, CEO (Chief Executive Officer), and owner of an online store that sells sports equipment and accessories.

Present
CEO (Chief Executive Officer) & CTO (Chief Technology Officer)
Alpha Digital Marketing

> Alpha Digital Marketing is a leading digital marketing agency specializing in providing comprehensive and innovative marketing solutions.

Present
Owner and founder
Deskio, Linkland, ImproveSeo

> Deskio.co
> Linkland.me
> Imoroveseo.pro

EDUCATION
STUDIED AT

Payame Noor University
Bachelor's degree in Nuclear Physics
2009-2014

VIP Digital Marketing
Udemy Master Course
2021

The Complete NFT Course
Udemy
2021

Marketing Analytics Course
Udemy
2021

SMTP Email Server Course
Udemy
2019

Online Marketing Course
Udemy
2023

Website Development
Udemy Master Course
2022

Nginx Course
Udemy
2020

Adobe Photoshop CC Course
Udemy
2022

Adobe After Effects Course
Skillshare
2021

SKILLS

TECHNICAL ABILITIES

`Network`

Network Implementation

Expertise in designing and implementing internal and external network infrastructures with a strong understanding of passive and active components.

Network Engineering

Expertise in implementing foreign networks with both valid and dynamic IP addresses, encompassing network infrastructure, security, and troubleshooting.

Short-Range Network

Expertise in implementing and deploying short-range network infrastructure in various environments.

Long-Range Network

Expertise in implementing long-range networks based on Point-to-Point or broadcast connections, covering distances of 1 to 30 kilometers.

Network Security

Mastery in securing various networks against hacking and intrusion through implementation of advanced security protocols, firewalls, and vulnerability testing.

Computer Network Monitoring

Proficiency in implementing computer network monitoring systems for remote and internal networks requires knowledge of network protocols, cybersecurity, and software tools.

Content Delivery Networks

Mastery of Content Delivery Network (CDN) and its loading techniques in China and Russia involves optimizing website performance by distributing content through a network of servers, enhancing user experience and reducing load times.

Cloudflare CDN

Mastery of Cloudflare configuration involves optimizing website security and performance through DNS management, firewall rules, SSL setup, caching, and load balancing for seamless user experience.

PRTG Network Monitor

Mastery of PRTG Network Monitor, a comprehensive network monitoring software, including sensor configuration, network mapping, and alerting mechanisms to optimize network performance and troubleshoot issues efficiently.

SolarWinds Platform

Proficiency in Solarwinds, the comprehensive network bandwidth performance management software, including network traffic analysis, bandwidth monitoring, and network configuration management.

Internet Radio

Expertise in implementing online radio or internet radio broadcasting services.

Network Storage System

Mastery of implementing NAS (Network Attached Storage) network storage system, a high-speed and intelligent data transfer network, for efficient data management and retrieval.

`Website`

Accelerated Mobile Pages

Mastery of responsive AMP implementation involves creating fast-loading and mobile-friendly web pages that adhere to Google's guidelines for accelerated mobile pages.

Penetration Test

Mastery of Penetration Testing and Troubleshooting in Sucuri, McAfee, and Norton systems involves identifying and addressing vulnerabilities and potential security threats to ensure optimal protection and performance.

Google Cloud

Expertise in implementing caching using Google Cloud to improve website speed and enhance SEO ranking. Proficient in configuring caching policies and optimizing cache expiration to deliver fast and responsive user experiences.

Payment Processing Platform

Mastery of implementing domestic and international payment gateways" involves integrating secure and user-friendly payment systems to facilitate online transactions and optimize business revenue.

SKILLS
TECHNICAL ABILITIES

Website Performance Optimization

Mastery of optimizing websites for achieving A+ rank on Gtmetrix and Pingdom, enhancing page speed, and performance using various optimization techniques.

Website Speed Optimization

Proficiency in optimizing websites, minifying codes, and increasing loading speed through techniques such as compression, brotli, HTTP/2, Gzip, and deferred loading.

Web Development

Expertise in designing and developing various types of websites including advertising, e-commerce, and landing pages using CMS platforms such as Joomla, PrestaShop, Shopify, WordPress, Wix, Squarespace, Drupal, and Magento.

Web Development

Expertise in designing custom websites using CSS, HTML, and PHP programming languages. Skilled in creating unique and responsive web pages with dynamic functionalities.

`Marketing`

Intelligent Advertising

Mastery of implementing intelligent advertising based on customer segmentation and psychological principles, through data-driven analysis and targeted campaigns to optimize ROI and enhance customer engagement.

Content Marketing

Mastery of content creation principles based on Cialdini's principles on the web and social media platforms to increase sales.

Marketing Strategie

Mastery in implementing various marketing strategies, such as multi-vendor (multi-level), affiliate, crowdfunding, and membership, requires knowledge of sales and marketing techniques, digital marketing tools, and customer behavior analysis.

Business skills

Complete mastery of SWOT and KPI management fundamentals, branding, business plan canvas, marketing plan, 4Ps, and market research.

Mixpanel Platform

Expertise in Mixpanel: tracking user behavior and interpreting complex data to optimize product performance and inform business decisions.

Facebook Pixel

Ability to set up, configure and leverage Facebook Pixel to track website traffic, measure conversions and optimize Facebook ads.

Email Template

Proficient in designing and coding professional email templates with HTML, including responsive design, cross-client compatibility, and dynamic content integration.

`Search Engine Optimization`

SEO PowerSuite

Mastery in SEO PowerSuite requires expertise in using a set of SEO tools, including Rank Tracker, Website Auditor, SEO SpyGlass, and LinkAssistant. This skill enables businesses to optimize their website for search engines, track search engine rankings, analyze website traffic, and improve backlink profiles for higher search engine visibility.

Google Analytics

Expertise in Google Analytics for web traffic and user behavior analysis enables businesses to optimize online marketing and website performance.

SEO Analysis Tools

Proficiency in SEO analysis tools like Woorank, SEMrush, and Ahrefs requires expertise in evaluating website performance, identifying technical SEO issues, and conducting competitor analysis.

Google Search Console

Proficient in analyzing performance metrics, identifying and resolving issues, and generating comprehensive reports, my skills ensure effective optimization. By driving organic traffic and enhancing visibility, I consistently deliver exceptional results.

SKILLS

TECHNICAL ABILITIES

Google Tag Management

Mastery of Google Tag Management involves implementing, testing, and troubleshooting tags to improve website performance and user experience.

`Information Technology`

Cloud Integration

Advanced skills in cloud integration, with expertise in seamlessly integrating cloud-based systems across various departments and functions. ability to design, implement and manage complex cloud solutions, utilizing technologies such as APIs, microservices, and containers, makes them an asset to any organization.

Cloud Hosting

Expertise in integrating hosting with Google Drive and download hosting.

WHM & cPanel / DirectAdmin

Expertise in server administration, security, and troubleshooting. Experienced in optimizing server performance and enhancing user experience by configuring email, DNS, and SSL certificates. Proficient in managing backups, updates, and migrations to ensure data integrity and minimize downtime.

Systems Installation

Complete proficiency in installing Windows, Linux, and macOS operating systems, including troubleshooting and resolving software and hardware issues.

Virtualization

Mastery of creating and managing virtual machines using VMware and Fusion to virtualize various operating systems.

VMware Administration

Expertise in Sharing Virtual Machines on Internal and External Networks.

Windows / macOS Optimization

High level of proficiency in various aspects of Photoshop, including advanced skills in image editing, photo retouching, and graphic design.

`Cyber Security`

CCTV Installation

Expertise in installing and implementing various types of surveillance cameras, including IP, analog, and wireless systems. Proficient in configuring network settings and software applications for remote access and monitoring.

Website Encryption

Proficiency in website security, SSL implementation and encryption such as DV, EV, OV Single / Multi Domain and Wildcard certificates.

Website Security

Proficiency in website security and resilience against brute force, SQL, HTML injection, and DDoS attacks involves implementing robust defenses to safeguard sensitive data, prevent unauthorized access, and maintain uninterrupted service availability.

`Social Media`

Telegram Programming

Mastery in creating various types of Telegram bots.

Social Media Management

Mastery in Hootsuite, a social media management platform, requires expertise in creating, scheduling, and analyzing social media content across various platforms.

Meta for Developers

Mastery of Facebook Developer (Meta for Developers) involves implementing projects and utilizing APIs to access data for social media analysis and optimization.

`Data Science`

Big Data Extraction

Mastery of big data extraction from Facebook, Twitter, Google, and directory listing sites involves using specialized tools to gather and analyze large volumes of data for insights and decision-making.

SKILLS
TECHNICAL ABILITIES

`Application`

Flutter Applications

Mastering Flutter includes knowledge of state management, UI design, and integration with third-party services.

Web Applications

Mastery of converting various types of websites into Android and iOS mobile applications, involving skills in mobile development frameworks and deployment methods.

`Financial`

Financial Analysis

Mastery in designing accounting strategies using Excel, AI, and periodic forecasting requires expertise in data analysis, modeling, and machine learning algorithms. This skill empowers decision-making and provides actionable insights for businesses to achieve financial goals.

`Server`

Web Server Simulators

Mastery of Xampp and WampServer web server simulators allows for seamless development and testing of web applications locally. Expertise in these tools is essential for efficient web development.

`Music`

Music Software Proficiency

Mastery of music production software such as Magix and GarageBand to create professional-level music and audio tracks. Includes advanced editing, mixing, and mastering techniques.

`Hosting`

Server Configuration

Proficient in configuring various types of cloud, SSD, NVMe, VPS, dedicated, and shared hosting using Linux, Windows, and Mikrotik environments.

`Computer`

Microsoft Office

advanced proficiency in various Microsoft Office tools, including Visio, OneNote, Teams, OneDrive, Outlook, PowerPoint, and Word. They are skilled in creating and managing complex projects, visualizing data.

`Graphic`

User Interface & User Experience

Highly skilled in UI/UX design, with experience in creating user-centered interfaces and seamless user experiences. They possess a strong understanding of design principles, including layout, typography, color theory, and user psychology.

`Adobe Audition`

Adobe Audition

experience in audio editing, mixing, and mastering. They have a deep understanding of audio production techniques, including noise reduction, compression, equalization, and effects processing.

`Video Editing`

Adobe After Effects

Proficient in creating complex compositions, utilizing keyframes and expressions, and using various plugins and effects to achieve desired results.

CERTIFICATE

CERTIFIED EXPERT

2018

Google Hacking & Network Security Certificate

Enhance network security skills with advanced Google search techniques to detect vulnerabilities and protect against cyber attacks.

2017-2019

Comprehensive SEO Certificate

Comprehensive SEO course covering keyword research, on-page optimization, link building, technical SEO, analytics, and reporting. Equipped with knowledge and skills to develop effective SEO strategies for driving organic traffic and improving search

2010-2012

Photography Certificate

Photography Certificate specializing in advertising, industrial, portrait, landscape, and photojournalism.

2014

HR Management Certificate

The educational certificate in Human Resource Management from the Office of the President of Iran.

2014

Change Management LL-C Certification

The educational certificate in Change Management from LL-C Certification.

2014

Change Management Certification

The educational certificate in Change Management from the Office of the President

2001-2009

Certified Painter

Completed professional courses in oil painting, watercolor, gilding, ink drawing.

OUTSTANDING PROJECT PORTFOLIO

Highlighted Experience

Amber Welton

Implementation of Amber Welton's personal branding website and portfolio showcasing interior architecture samples.

Brazilian Hair

Implementation of an e-commerce website for a beauty and personal care store and a landing page for Kuwaiti company Brazilian Hair, with the ability to book salon appointments for customers in the GCC region.

Bonadhesive

Implementation of a bilingual website showcasing the products of Bonadhesive, a chemical adhesive and resin industry company.

Classic Banner

Implementation and SEO of a classic landing page website for a banner wholesale business in China, which successfully secured 32 representatives in Iran.

Livartisanal

Development of the Livartisanal online store website, specializing in packaged nuts and operating in Canada and North America. The website will be built using two powerful e-commerce platforms, WooCommerce and Shopify, to provide a seamless shopping experience.

The Residences Next Door

Design and implementation of the website for "The Residences Next Door" a real estate consulting firm in Canada, including integration with the MLS website through an API. This will enable seamless access to real estate listings, ensuring up-to-date and comprehensive information for potential clients.

Olivia Katheryn

Creating a website for Olivia Katheryn's blog and cooking recipes in Canada.

Naramata Lakeside

Designing an enticing and captivating hotel reservation website showcasing the beauty of Naramata's lakeside in Canada, aptly named "Naramata Lakeside."

Nourished

Refining and debugging the code for the Nourished blog and cooking recipe website.

Pezeshkzad Academy

Managing the social media presence of Dr. Pezeshkzad, including the design of a personal branding website. Additionally, developing a comprehensive online platform for Iranians residing in Canada, focusing on education and cultural enrichment. This includes branding packages, Telegram and Instagram management, as well as video graphics production.

Sofy

Implementation of the landing page for Sofy, a debugging script and website system.

Swoon Cards

Designing and implementing the Swoon Cards website, including a landing page, e-commerce functionality using WooCommerce, Amazon, and Shopify engines, as well as a blog section. The website will be created using the Muffin and Elementor editors.

The Worth

Complete implementation of The Worth landing site for a digital marketing company, utilizing Slider Revolution.

Whiskey Whisdom

Designing a website to showcase the products and company of WhiskeyWhisdom.

CauseNFT

Complete implementation of an NFT e-commerce website for causeNFT company, aimed at promoting the United Nations Sustainable Development Goals (UNSDG) program using cryptocurrency as the payment method with a fixed exchange rate. The website will also incorporate an API from OpenSea for NFT transactions, as well as the integration of a NFT gate for accessing site features.

Apnomed

Designing a trifold brochure for the company Apnomed to be presented at the University of Washington.

SHARING FOOD, FEELS & LOVE
Picnic Club

causeNFT
WHAT'S YOUR CAUSE?

NEXTDOOR
REAL ESTATE GROUP

naramata

Brazilian Hair

UR
URBAN ROOTS

D8
ID8 DESIGN STUDIO

NARAMATA
INN

KING & BAY

SAVASANA

HWPO
EARNED, NOT GIVEN

SOFY
INTELLIGENT TESTING

liv

Olivia Katheryn

Coupe & Co.